

FRANK LICHTENSTEIGER

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230 East 88th Street  
New York, NY 10128

MAR 27 1997

Federal Communications Commission  
Office of Secretary

FEBRUARY 1ST, 1997

Vice President Albert Gore  
OFFICE OF THE VICE-PRESIDENT  
Old Executive Office Building  
Washington, D.C. 20501

DOCKET FILE COPY ORIGINAL

cc: Times, Wash. Post  
Pub. Radio & others

TO: Vice-President Gore

In my comprehensive letter of Dec. 12th, 1990  
I enthusiastically advocated that you run for  
President. I now withdraw that endorsement  
because:

1) You joined the guttersnipe Morris in pushing  
the President to sign the 'new' welfare bill,  
effectively 'goring'\*the poor children of  
America;

2) Compounding the above, you added by your  
presence your co-endorsement (albeit silently)  
of Jack Valenti's cheap v-chip gimmick pretend-  
ing to protect children from future T.V. sex &  
mayhem. You could have quietly absented your-  
self from the President's shallow endorsement  
of this shame.

Your role in these two issues shows you have  
no stamina of conviction for the fundamentals  
of this country which renders you, in my opinion,  
unfit to present yourself as a candidate for  
the presidency in the year 2000.

Frank Lichtensteiger

\* Webster's New World Dictionary: goring (v) "to pierce"  
(resulting in) gore (n) "shedding blood from a wound"

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## COMMENT

### CHIP THRILLS

*There's more to TV than V. There's also T.*

ANYONE who stands on a New York City subway platform on a hot summer day experiences what the historian Edward Tenner has called a rearranging effect. Subway platforms seem as if they ought to be cool places, since they are underground and are shielded from the sun. Actually, they're anything but. Come summer, they can be as much as ten degrees hotter than the street above, in part because the air-conditioners inside subway cars pump out so much hot air that they turn the rest of the subway system into an oven. In other words, we need air-conditioners on subway cars because air-conditioners on subway cars have made stations so hot that subway cars need to be air-conditioned. It's a bit like the definition the Viennese writer Karl Kraus famously gave of psychoanalysis: "the disease of which it purports to be the cure."

Not all technological advances result in this kind of problem, of course. But it happens often enough so that when someone comes along making spectacular claims in behalf of a new technology—the way, for example, parents' groups, television executives, and politicians are now jumping up and down in excitement over the so-called V-chip—

it's worth asking whether that technology really solves the problem or simply rearranges the hot air from the car to the platform.

The V-chip, as is well known, is the little piece of computer hardware that, by law, will be put inside every new television receiver, beginning perhaps as early as next year. Parents will push the V-chip button on their remote, punch in a password, pull up what looks like an ATM menu of ratings categories, and then program that particular TV set to receive from then on only the shows they deem acceptable. The Motion Picture Association of America has proposed a variation on its age-based movie ratings for the V-chip, while others argue for categories that break down shows by content. The end result, though, is the same: the V-chip will give interested parents a chance to exercise some degree of control over the electronic stranger in their living room. Now, what could be wrong with that?

Well, nothing—at least, for those inside the subway car. But there are at least two potential rearranging effects worth thinking about. One of them results from the fact that the V-chip is likely to increase the amount of sex and violence on television, not decrease it. In

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Federal Communications Commission  
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SEE BELOW

AND THE

NEXT PAGE

— "... the v-chip  
is likely to  
increase the  
amount of sex  
and violence...,  
not decrease it."

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NOTE THESE KEY NEGATIVE POINTS

ONE

TWO

the 1992 Cable Act, there is a provision that requires cable operators to take all "patently offensive" sexual programming on their leased-access channels, lump it together on a single channel, and then block that channel from general distribution unless customers specifically ask to receive it. But last June the Supreme Court, in *Denver Area Educational Telecommunications Consortium, Inc., et al. v. Federal Communications Commission, et al.*, struck down that provision. Why? Because the V-chip is on its way, and, as Justice Breyer argued, allowing people to block offensive programming for themselves infringes on free-speech rights far less than having cable operators block it for them. And the networks? No doubt they'll clean up shows aimed at young families in order to avoid getting V-zapped, but for other shows—those targeted at adult audiences—the V-chip removes the need to show any restraint at all.

This is where the rearranging effect comes in. TV is nice and cool for those with a V-chip. But hot, humid TV isn't

going away. It's simply being pushed onto people without a V-chip. And who are those people? In the short run, they're people who aren't rich enough to buy a new television set as long as the old one is still working. In the long run, they're parents who don't care what their children watch. This is not an insubstantial group. According to one recent study, somewhere between twenty and twenty-seven per cent of the parents of four- to six-year-olds never restrict their children's viewing hours, never decide what programs they can watch, never change the channel when something objectionable comes on, and never forbid the watching of certain programs. It has apparently never occurred to these parents that television can be a bad influence, and it strains credulity to think that the advent of the V-chip is going to wake them up. Yet their families—mainly lower-income, ill-educated—are the very ones most in need of protection from television violence. Here is a rearranging effect with a vengeance: not only does the V-chip make television worse, it makes television worse pre-

cisely for those already most vulnerable to its excesses.

And then there is the second rearranging effect. The V-chip is a response to the increasingly violent content of television programming, but content is only half the story. The second—and largely ignored—problem with television is that children watch too much of it and, as a result, spend less time in creative play, less time interacting with other children, less time reading, and less time doing their homework. Watching television for four or five hours a day is a very bad thing for children, even if every minute of what they watch is brilliant educational programming.

The V-chip addresses the problem of content but not the problem of time. In fact, it's conceivable that for concerned parents the effect of solving the former will be to exacerbate the latter. Over the past thirty years, television has become steadily more violent, and middle-class parents have become steadily more vigilant about monitoring their children's viewing, yet the amount of time children spend watching television has *still* increased, to the point where children under eleven now watch something like thirty hours of TV a week. Soon, thanks to technology, parents will be able to permanently screen out undesirable shows, and will never again have to worry about their children's watching sex and violence and hearing bad language. Parents will be able to relax about content. How much more will viewing time increase now?

This is not to say we shouldn't have a V-chip, any more than we shouldn't air-condition subway cars. The lesson of the subway paradox is simply that if we are going to cool the trains we might give a bit of thought to improving the ventilation of the stations as well; and the lesson of the V-chip is much the same. V-chips will work only if parents can be induced to use them, especially parents not currently convinced of television's dangers. And, now that we are thinking about a V-chip, we should also think about a T-chip—a time chip—to make sure that we aren't simply rearranging the content problem into a viewing-time problem. Past a certain point, after all, the only solution is to turn the damn thing off.

—MALCOLM GLADWELL

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FRANK LICHTENSTEIGER

230 East 88th Street  
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FEBRUARY 12TH, 1997

Ms. Tina Brown  
Editor-in-Chief  
THE NEW YORKER  
20 West 43  
New York 10036

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Dear Ms. Brown:

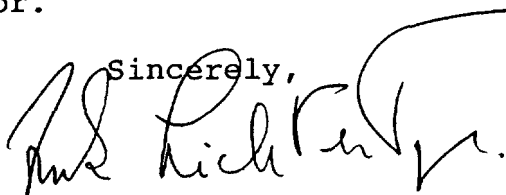
Thanks for Malcolm Gladwell's NEW YORKER 'Comment'  
(1.20.97) about the v-chip farce (copy attached).

At the President's announcement of this indecency,  
Vice-President Albert Gore sat solemnly by, unctuously seeking to acquire some tinsel glamour from this hypocritical event.

The worst is, under the phony protection of this technology, producers of T.V. material will now proceed ferociously to manufacture the most vicious/sadistic/Hustler-type garbage under the pretense that a minority of parents who wish to immunize their children can do so by utilizing the v-button.

If we accept the argument that public television has a positive impact on its viewers, then correspondingly horrid, degrading programs have an equally (in truth: much larger) negative impact on those exposed to such scum. Regardless of its occasional benefits, T.V. is having an increasing morally-corrosive effect on all western society and especially all America's children, whether rich, middle-class or poor.

Sincerely,



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cc: Catherine Belter, NAT. PARENT-TEACHER ASSOC. 202-289-6790  
Joanne Cantor, ARTS COMMUNICATION, U OF WISC. 608-262-2543  
Marian Edelman, CHILDREN' DEFENSE FUND 202-628-8787  
Reed Hunt, Chairman, FED. COMMUNIC. COMM. 202-428-0200  
Dale Kunkel, DEPT. COMMUNICATION, U OF CAL. 805-893-8700  
Yaldá Nikoonanesh, CTR. FOR MEDIA EDUC. 202-628-2620  
Lois Salisbury, CHILDREN NOW 510-763-2440  
Susan Stutman, INSTITUTE MENTAL HEALTH INITIA. 202-364-7111  
Others

Office of the Secretary,  
Federal Communications Commission  
1919 M St. NW  
Washington DC 20554

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2/20/97

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MAR 27 1997  
FCC - CS Docket No. 97-55

Dear FCC,

We appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is our view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and we would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

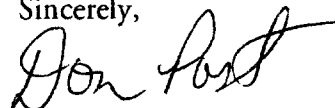
Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

We urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Don & Diane Post  
14346 Deer Court  
Mishawaka, IN 46545

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*Tritt Elementary School PTA*  
4435 Post Oak Tritt  
Marietta, Georgia 30062

March 23, 1997

Mr. Reed Hundt and the FCC Commission  
Office of the Secretary  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

**RE: Docket No. 97-55, FCC 97-34**

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Tritt Elementary PTA, which is a part of the Eastern Cobb County Council, 14th District PTA in the state of Georgia, to voice our opposition to the v-chip rating systems as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and

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- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Marlene S. Henderson, PTA Secretary

on behalf of

Tritt Elementary PTA Executive Board

cc: Joan Dykstra, President  
National PTA

Amy Benson, President  
Tritt Elementary PTA



# Gadsden Elementary PTA ♪ Savannah, GA

## "Caring For The Children We Share"

919 May Street Savannah, Ga ♪ 912- 651-7250

March 20, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications commission  
1919 M Street N.W. Room 22  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS DOCKET NO. 97-55, FCC 97-34

I am writing to you on behalf of the National PTA and the Gadsden Elementary PTA in Savannah Georgia to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. After a survey was conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper I was shown that parents overwhelmingly support a rating system that gives parents information about the content of the program. Parents do not want the TV industry to interpret what is best for the children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further the FCC should accept no rating system that does not include content information about programs such as V (for violence) S (for sexual depiction and nudity) and L (for language).

That the FCC require a V-Chip band broad enough that would allow parents to receive more than one rating system.

The Performing and Fine Arts Magnet Academy

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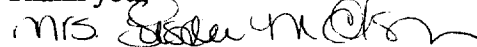
The rating icon on the TV screen be made larger, more prominently placed on the screen and appear more frequently during the course of a program.

That the rating board be independent of the industry and the FCC and that it includes parents and that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

In a society in which our children are spending more time than ever in front of the television screen this rating system is a must. Children are now being taught thru this box and we must insure that the quality of the programs is suitable. Please listen carefully to the voices of the National PTA members. We are a group of 6.5 million and together we are always ensuring our children's rights are in the forefront.

We at Gadsden Elementary PTA are asking you to do the right thing and provide parents and families information about the content of the program as part of the rating on the TV screen.

Thank you,



Mrs. Susan M. Olson

Gadsden Elementary PTA President and 178 members

March 18, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Rainier PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more

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prominently placed on the screen, and appear more frequently during the course of a program;

- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



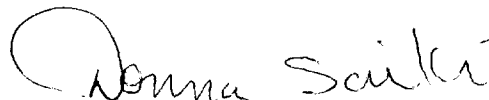
Claudia Grant-Deahl  
Co-President



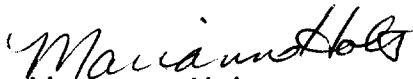
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Co-President



Robin Clark  
1st Vice-President



Donna Saiki  
2nd Vice-President



Marianne Holt  
Secretary



Donna Johnson  
Treasurer

Rainier PTA 9.2.60  
Auburn, Washington

**IRON COUNTY COUNCIL PTA  
2475 W. MELLING DRIVE  
CEDAR CITY, UT 84720**

March 19, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Iron County Council PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- That the rating board be independent of the industry and the FCC and that it include

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parents; and

- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for his opportunity to comment on an issue so important to children and families.

Sincerely,

*Melanie Hirsch*  
*Karen H. Fraughton*

Iron County PTA Council  
Cedar City, Utah

*Klea Knight*  
*Debra Judd*  
*Ellen Sorensen*  
*Amitt Louless*

March 24, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No.97-55, FCC 97-34

I am writing on behalf of the National PTA and the Alice City Council PTA, District 2, Texas PTA, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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..That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

..That the rating board be independent of the industry and the FCC and that it include parents; and

..That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs

of parents.

Thank you for this opportunity to comment on an issue so important to children and families. This is a very important topic, and I hope you will seriously consider making some changes. Thank you again for your time.

Sincerely,

A handwritten signature in cursive script, appearing to read "Judy Tiller".

Judy Tiller  
Alice City Council PTA President  
Alice, TX 78332

March 1997

Chairman Reed Hundt and the FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and the Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Pleasant Avenue PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make these choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1966. We do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language).



That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system

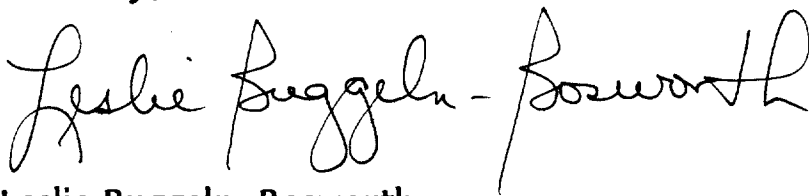
That the rating icon on the TV screen be made larger, more prominently displayed on the screen, and appear more frequently during the course of the program.

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script that reads "Leslie Buggeln-Bosworth". The signature is fluid and connected, with the first and last names being more prominent than the middle name.

Leslie Buggeln- Bosworth  
President, Pleasant Avenue PTA  
Pleasant Avenue School  
Johnstown, New York 12095

Mr. & Mrs. Alan D. Miralgio  
10146 Nevada Avenue  
Franklin Park, IL 60131  
March 19, 1997

Chairman Reed Hundt  
Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt,

RE: CS Docket No. 97-55, FCC 97-34

Recently, a television rating symbol has appeared on our TV screens. The purpose of this symbol is to advise parents about the age-appropriateness of the program to follow. This rating system does not provide sufficient information for parents to make decisions about the programs. Also, any system that allows the television industry itself to rate the programs could never be satisfactory.

Parents want to make the choices themselves about the programs their children are to watch. They want to make those decisions based upon their knowledge of the language, violence and sexual content of those programs. Parents must be included in any committee or ratings group to decide the ratings of individual programs. Those ratings must be broadcast more often or for longer periods of time than the first seconds of the television program.

The FCC, by law, is required to determine whether the industry's rating system has met the statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

the FCC accept only a rating system that includes information about the violence, language and sexual content of the television program;

the TV rating icon on the screen be made larger, be more prominently displayed, and appear more frequently during the course of the program;

the rating board be independent of the TV industry and the FCC and that it include parents;

that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of families.

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William Hundt  
page 2

As members of the National PTA via local unit Scott School PTA, we urge you to listen to the parents of this country. Include parents in the decision-making process regarding television programs. Thank you for this opportunity to comment on an issue so important to children and their families.

Sincerely,

  
Barbara A. Miralgio

cc: Joan Dykstra, National PTA

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Rocky Mountain Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Dana Magleby*

259 N. 1090 E.  
Lindon, UT 84042

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March 1997

Chairman Reed Hundt and FCC Commissioners  
270 Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Eastern Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

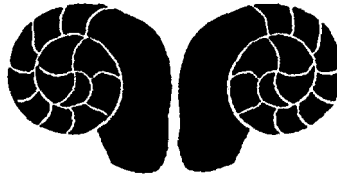
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Ronda F. Lypson  
6854 Lecta Kino Rd.  
Glasgow, Ky. 42141

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PTSA  
Highland High School



1996

1997

"Celebrating 100 years of serving children" 1897 - 1997

March 23, 1997

Chairman Reed Hundt and FCC Commissioners  
1919 M Street N.W. Room 222  
Washington D.C. 20554

Dear Chairman Hundt and Commissioners:  
RE: C S Locket # 97-55, FCC 97-34

Please do not approve the V-Chip rating system as presented by Jack Valente. The parents want to know the content of television programs for our children and make our own decisions. I am thus far absolutely appalled at the indecent things allowed on the screen. The rating board should be a separate, objective entity from the industry since the industry has become insensitive to propriety, good taste and human decency! I, for one, do not want the television industry deciding what is best for my children. Please do not approve this. Thank you for the opportunity to voice my opinion.

Sincerely,  
Connie Cannon  
2550 S. Homestead St.

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Carol Fischbach LCSW  
6 Serpentine Drive  
Clinton NJ 08809  
908.638.6625

March 21, 1997

Chairman Reed Hundt and FCC Commissioners  
C/O Federal Communications Commission  
1919 M St. N.W. Room 222  
Washington, DC 20554


Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the V-Chip Rating System as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. As a parent, I would prefer a rating system that gives me information about the content of the show so that I could decide what is appropriate for what age, based on my knowledge of a child's maturity.

I am asking the FCC not to approve the industry's rating system. I request that the FCC accept a rating system that includes content information such as V(for violence), S(for sexual depiction), and L(for graphic language). I also request that the rating board be independent of the industry and the FCC, and that any rating system approved by the FCC be evaluated by independent researchers to determine if it is meeting the needs of parents.

Thank you for this opportunity to comment.

Sincerely,



Carol Fischbach

Clinton, New Jersey

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Franklin Twp PTA of Warren County, NJ to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Lois E. Barr*  
*Asbury, NJ 08802*

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Regarding: CS Docket No. 97-55, FCC 97-34

Dear Whom this Concerns,

Thank you for the opportunity to Comment.  
Regarding the television Rating System, I would  
like to support the Descriptive-Content Based System.  
If there were a rating system in place there, our  
family would be willing to use programs more  
often to teach our children. As it stands now,  
we just don't bother with it at all because we  
can't be sure a program will be appropriate to  
what we find acceptable in our home. The level  
of intensity would be helpful also to ~~our~~  
family. The descriptive Content rating System  
is really an important positive move for the  
FCC and ~~we~~ <sup>we</sup> would applaud you for that.

Mr. and Mrs. Timothy J. Maurer

18 Reed St  
Vernon CT 06066  
860-875-9959